

PUBLIC SERVICE ANNOUNCEMENT:



:: FACT

Many people don't know what novelty lighters are.

They work like any other lighter, except they look like a toy. We need your help in a nationwide effort to make novelty lighters unavailable for purchase.

See the magnitude of the problem by visiting Ebay (*click link below*)

http://search.ebay.com/search/search.dll?from=R40&_trksid=m37&satitle=novelty+lighters&category0=

There are hundreds of novelty lighters—from animals to cell phones, key rings, and balls...to an array of other colorful and attractive items that make children want them.

It's not just Ebay. Thousands of stores sell novelty lighters.

:: WE NEED YOUR HELP

Please DON'T purchase novelty lighters or bring them into your home. If you already have novelty lighters, please get rid of them!

Let's protect our children and our community from the dangers created by these unsafe products.

Fire departments across the US are trying to make the sale and distribution of novelty lighters illegal. Ten European countries have already done it. With your support, we can eliminate the fires and burn injuries that result from kids playing with novelty lighters.

Sincerely,

Justin Gipson, Fire Marshal



CLICK TO WATCH VIDEO

STATISTICS

85% of the victims of child-set fires are the children themselves.

Playing with fire is the leading cause of death of children in house fires.

Children often play with fire in the bedroom where lots of things can catch fire.

Children believe they can control the fires they set—but they can't.

Many children who set fires lack supervision and fire safety education.

Juveniles account for more than 50% of all arson arrests in the US.

Children who play with fire cause nearly 80,000 fires per year, which result in approximately 760 deaths and more than 3,500 injuries.

Juvenile firesetting does an estimated \$1.2 billion in damage every year.

It takes two minutes for the flame from a single lighter to set an entire room on fire, and less than five minutes for that fire to overtake an entire house.

NOVELTY



LIGHTERS



